



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1359876

Schedule Dates 10/22/12-10/28/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand OCT 22 - OCT 28 (469239)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name collins,suzanne
Phone/Fax /
CPE 11637
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/22/12
Last Modified 08/23/12
Entered By Chantyrce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,292.50
Net Total \$52,657.50
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month Spots Rate
Oct. 2012 93 \$61,950.00
Grand Total: 93 \$61,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/22/12-10/26/12	3	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$100.00	\$500.00	Salt Lake City (KUTV)		8/22/12
2.0	Normal Line / News	10/22/12-10/26/12	3	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		8/22/12
3.0	Normal Line / News	10/22/12-10/26/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		8/22/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	8A- CBS Morning News	2	2	2	2	2	2			10	\$135.00	\$1,350.00	Salt Lake City (KUTV)		8/22/12
5.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8A- CBS News Sunday Morning							1		1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/22/12
6.0	Normal Line / SPOT	10/23/12-10/23/12	3	:30	9A- CBS The Price Is Right		1								\$300.00		Salt Lake City (KUTV)	Program Change/Exception - Price is Right 11a-12p	8/22/12
6.0.1	Closed Preempt	10/23/12															Salt Lake City (KUTV)		
7.0	Normal Line / SPOT	10/25/12-10/25/12	3	:30	10A- CBS The Young and the Restless					1					\$135.00		Salt Lake City (KUTV)		8/22/12
7.0.1	Closed Preempt	10/25/12															Salt Lake City (KUTV)	Program Change/Exception - Young & Restless 9a-10a	
8.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	11A- CBS Lets Make a Deal						1				\$135.00		Salt Lake City (KUTV)		8/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Spix

8/23/12

Payment Received 8/22/12



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Ste 150
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Contract # 1359876

Schedule Dates

10/22/12-10/28/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

OCT 22 - OCT 28 (469239)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

collins,suzanne

Phone/Fax

/

CPE

11637

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

08/22/12

Last Modified

08/23/12

Entered By

Chantyce Diehl

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$9,292.50

Net Total

\$52,657.50

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month

Spots

Rate

Oct. 2012

93

\$61,950.00

Grand Total:

93

\$61,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0.1	Closed Preempt	10/26/12															Salt Lake City (KUTV)	Program Change/Exception - Let's Make a Deal 10a-11a	8/22/12
9.0	Normal Line / News	10/22/12-10/24/12	3	:30	12P- News-2 News at Noon	1	1	1						2	\$135.00	\$270.00	Salt Lake City (KUTV)		8/22/12
10.0	Normal Line / SPOT	10/23/12-10/25/12	5	:30	1P- News-Fresh Living		1	1	1					2	\$70.00	\$140.00	Salt Lake City (KUTV)		8/22/12
11.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	2P- CBS-The Talk		1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		8/22/12
12.0	Normal Line / News	10/22/12-10/26/12	3	:30	4P- News-2 News at 4p	1	1	2	2	1				7	\$175.00	\$1,225.00	Salt Lake City (KUTV)		8/22/12
13.0	Normal Line / News	10/22/12-10/26/12	3	:30	4:30P- News-2 News at 430p	1	1	1	1	1				5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		8/22/12
14.0	Normal Line / News	10/22/12-10/26/12	1	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		8/22/12
15.0	Normal Line / News	10/22/12-10/26/12	3	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		8/22/12
16.0	Normal Line / News	10/22/12-10/26/12	1	:30	6P- News-2 News at 6p	2	2	2	2	2	2			10	\$1,000.00	\$10,000.00	Salt Lake City (KUTV)		8/22/12
17.0	Normal Line / News	10/27/12-10/27/12	3	:30	5P- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/22/12
18.0	Normal Line / News	10/28/12-10/28/12	3	:30	5P- News-2 News at 5p							1		1	\$350.00	\$350.00	Salt Lake City (KUTV)		8/22/12
19.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	7P- CBS-NCIS (Tuesday)		1							1	\$1,800.00	\$1,800.00	Salt Lake City (KUTV)		8/22/12
20.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:30P- Entertainment Tonight	1	1				1			2	\$475.00	\$950.00	Salt Lake City (KUTV)		8/22/12

CONFIRMATION CONTRACT

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Date:

Comments:



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21.0	Normal Line / Prime	10/24/12-10/24/12	1	:30	8p- CBS-Criminal Minds (Wednesday)	1		1						1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)		8/22/12
22.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	9p- CBS-Blue Bloods (Friday)	1				1				1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		8/22/12
23.0	Normal Line / Prime	10/27/12-10/27/12	1	:30	8p- CBS-CrimeTime Saturday	1						1		1	\$850.00	\$850.00	Salt Lake City (KUTV)		8/22/12
24.0	Normal Line / News	10/22/12-10/26/12	1	:30	10p- News-2 News at 10p	2	2	2	2	2	2			10	\$2,500.00	\$25,000.00	Salt Lake City (KUTV)		8/22/12
25.0	Normal Line / News	10/27/12-10/27/12	3	:30	10p- News-2 News at 10p	1						1		1	\$650.00	\$650.00	Salt Lake City (KUTV)		8/22/12
26.0	Normal Line / News	10/28/12-10/28/12	3	:30	10p- News-2 News at 10p	1							1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/22/12
27.0	Normal Line / SPOT	10/22/12-10/24/12	3	:30	10:35p- CBS-The David Letterman Show	1	1		1					2	\$285.00	\$570.00	Salt Lake City (KUTV)		8/22/12
28.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	3p- Ricki Lake	1	1	1	1	1	1			5	\$225.00	\$1,125.00	Salt Lake City (KUTV)		8/22/12
29.0	W/G For 6.0.1 / SPOT	10/23/12-10/23/12	3	:30	11A- 12P (MST)	1	1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/22/12
30.0	W/G For 7.0.1 / SPOT	10/25/12-10/25/12	3	:30	9A- 10A (MST)	1				1				1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/22/12
31.0	W/G For 8.0.1 / SPOT	10/26/12-10/26/12	3	:30	10A- 11A (MST)	1					1			1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



AE: Kristen Henderson

CLIENT: Matheson for Congress

ORDER NUMBER: 1359876

FLIGHT DATES: 10/22/12-10/28/12

BUYER: Media Strategies and Research- Denver

PRODUCT: October 22 through October 28

ESTIMATE: 11637

This make good is being submitted to traffic at the same time as it is being sent to the buyer. It is possible a new mug may need to be offered if this one is not available.

Note: If KUTV does not receive response from buyer within 24 hours make good will be made as offered

Note: If KUTV does not receive response from buyer within 24 hours make good will be made as offered

khenderson@sbgnet.com

± Font size ±

RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Thu, Aug 23, 2012 12:27 PM

From : Suzanne Collins <suzanne@mediastrategies.com>

Subject : RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

To : Kristen Henderson <khenderson@kutv2.com>

Hi Kristen,

I approve to move the programs bought to the new time periods.

Suzanne R. Collins (Lorimer)

Media Strategies & Research | 1580 Lincoln Street, Suite 510
Denver, Colorado 80203 | 303-989-4700 | Fax 303-764-9946

From: Kristen Henderson [<mailto:khenderson@kutv2.com>]

Sent: Thursday, August 23, 2012 12:21 PM

To: Suzanne Collins

Subject: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Hi Suzanne-

Please see attached for makegoods for MATHESON due to programming changes. Can you please let me know if you approve? Note that there are 3 sheets.

Thanks!

Kristen Henderson

KUTV & KUTV.com
299 South Main, Suite 150
Salt Lake City, UT 84111

PH: 801.839.1119

FX: 801.839.1101

Our new morning line up will be:

9am The Young and the Restless

10am Let's Make a Deal

11am The Price is Right

12pm KUTV News

This will be a very strong re-alignment of programming for the station, and a great lead in for our noon news product.

The start date for the new line up will be September 10th, 2012.

8/23/2012

<http://mail-02.sbgnet.com/zimbra/h/printmessage?id=44577>

FINAL



Station Order Revised
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID
11637

Contact: Kristen Henderson
Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					22 Oct	23 Oct	24 Oct	25 Oct	26 Oct	27 Oct	28 Oct	

KUTV 5a News	EM	M-F	\$100.00	30		1	1	1	1	1		5
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5:30a News	EM	M-F	\$150.00	30		1	1	1	1	1		5
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6a News	EM	M-F	\$550.00	30	1	1	1	1	1	1		5
Highly pre-emptible at LUR per KUTV. Move to L2												
CBS This Morning	EM	M-F	\$135.00	30	2	2	2	2	2	2		10
Highly pre-emptible at LUR per KUTV. Move to L1												
CBS Sunday Morn	EM	Su	\$300.00	30						1		1
Highly pre-emptible at LUR per KUTV. Move to L2												
Price is Right	DT	M-F	\$300.00	30		1						1
Highly pre-emptible at LUR per KUTV. Move to L2												
Young & Restless	DT	M-F	\$135.00	30			1					1
Highly pre-emptible at LUR per KUTV. Move to L2												
Lets Make a Deal	DT	M-F	\$135.00	30					1			1
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV Noon News	DT	M-F	\$135.00	30	1		1					2
Highly pre-emptible at LUR per KUTV. Move to L2												
Fresh Living	DT	M-F	\$70.00	30			1					2
Highly pre-emptible at LUR per KUTV. Move to L2												
The Talk	DT	M-F	\$175.00	30	1							1
Highly pre-emptible at LUR per KUTV. Move to L2												
Ricki Lake	EF	M-F	\$225.00	30	1	1	1	1	1	1		5
Highly pre-emptible at LUR per KUTV. Move to L2												
3:00 PM 4:00 PM				30								
Highly pre-emptible at LUR per KUTV. Move to L2												

Suzanne Collins
Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11637

Contact: Kristen Henderson

Email: KHenderson@kutv2.com

Phone: 801-973-3000

Fax: 801-839-1101

Direct: 801-839-1119

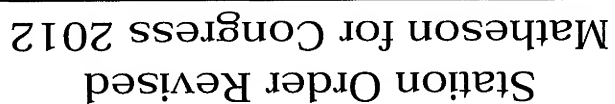
KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 4p News	EN	M-F	30	\$175.00	1	1	2	2	1			7
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4:30p News	EN	M-F	30	\$200.00	1	1	1	1	1			5
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN	M-F	30	\$900.00	1	1	1	1	1			5
Highly pre-emptible at LUR per KUTV. Move to L1												
KUTV 5p News	EN	M-F	30	\$4,500.00	1	1	1	1	1			5
Highly pre-emptible at LUR per KUTV. Move to L1												
KUTV 5p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6p News	EN	M-F	30	\$1,000.00	2	2	2	2	2			10
Highly pre-emptible at LUR per KUTV. Move to L2												
Saturday 5p News	EN	Sa	30	\$225.00						1		1
Highly pre-emptible at LUR per KUTV. Move to L2												
Sunday 5p News	EN	Su	30	\$350.00							1	1
Highly pre-emptible at LUR per KUTV. Move to L2												
Ent Tonight	PA	M-F	30	\$475.00	1					1		2
Highly pre-emptible at LUR per KUTV. Move to L2												
NCIS	PT	Tu	30	\$1,800.00		1						1
Highly pre-emptible at LUR per KUTV. Move to L2												
Criminal Minds	PT	W	30	\$3,000.00			1					1
Highly pre-emptible at LUR per KUTV. Move to L2												
8:00 PM 9:00 PM			30	\$3,000.00								
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Blue Bloods	PT	F	30	\$1,000.00					1			1
Highly pre-emptible at LUR per KUTV. Move to L2												
CrimeTime	PT	Sa	30	\$850.00						1		1
8:00 PM 9:00 PM			30	\$850.00								
Sold Out at LUR per KUTV. Lowest Rate to Clear												

Suzanne Collins
Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastراتيجies.com



Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

11637

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Days	Gross Rate
		Mon	22
		Tue	23
		Wed	24
		Thu	25
		Fri	26
		Sat	27
		Sun	28
			Total

[illegible]

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne1@mediastategies.com



Station Order Revised
Matheson for Congress 2012

Estimate ID

11637

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Contact: Kristen Henderson

Email: K Henderson@kutv2.com

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct	Oct	Oct	Oct	Oct	Oct	Oct	

KUTV 5a News EM M-F \$100.00 30 1 1 1 1 1 1 5

Highly pre-emptible at LUR per KUTV. Move to L2

KUTV 5:30a News EM M-F \$150.00 30 1 1 1 1 1 1 5

Highly pre-emptible at LUR per KUTV. Move to L2

5:30 AM 6:00 AM 30 \$750.00

Highly pre-emptible at LUR per KUTV. Move to L2

KUTV 6a News EM M-F \$550.00 30 1 1 1 1 1 1 5

Highly pre-emptible at LUR per KUTV. Move to L1

CBS This Morning EM M-F \$270.00 30 2 2 2 2 2 2 10

Highly pre-emptible at LUR per KUTV. Move to L1

CBS Sunday Mom EM Su \$300.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

8:00 AM 9:30 AM 30 \$300.00

Highly pre-emptible at LUR per KUTV. Move to L2

Price is Right DT M-F \$300.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

Young & Restless DT M-F \$135.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

Lets Make a Deal DT M-F \$135.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

KUTV Noon News DT M-F \$135.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

12:00 PM 1:00 PM 30 \$270.00

Highly pre-emptible at LUR per KUTV. Move to L2

Fresh Living DT M-F \$70.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

The Talk DT M-F \$175.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

Ricki Lake EF M-F \$225.00 30 1

Highly pre-emptible at LUR per KUTV. Move to L2

3:00 PM 4:00 PM 30 \$1,125.00

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



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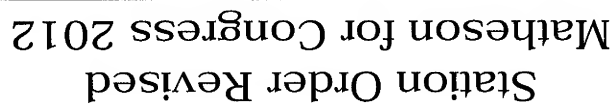
KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 4p News	30	EN	\$175.00	1	1	1	1	1	1		5
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 4:30p News	30	EN	\$200.00	1	1	1	1	1			5
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 5p News	30	EN	\$800.00	2	2	2	2	2			10
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 6p News	30	EN	\$850.00	2	2	2	2	2			10
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 6:30 PM	30	M-F	\$8,500.00								
Sold Out at LUR per KUTV. Lowest Rate to Clear											
Saturday 5p News	30	EN	\$225.00						1		1
Highly pre-emptible at LUR per KUTV. Move to L2											
Sunday 5p News	30	EN	\$350.00						1		1
Highly pre-emptible at LUR per KUTV. Move to L2											
Ent Tonight	30	PA	\$475.00	1					1		2
Highly pre-emptible at LUR per KUTV. Move to L2											
NCIS	30	PT	\$1,800.00		1						1
Highly pre-emptible at LUR per KUTV. Move to L2											
Criminal Minds	30	PT	\$3,000.00			1					1
Highly pre-emptible at LUR per KUTV. Move to L2											
Blue Bloods	30	PT	\$1,000.00				1				1
Sold Out at LUR per KUTV. Lowest Rate to Clear											
Crimetime	30	PT	\$850.00					1			1
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 10p News	30	LN	\$2,400.00	2	2	2	2	2			10
Sold Out at LUR per KUTV. Lowest Rate to Clear											
10:00 PM 10:35 PM	30	M-F	\$24,000.00								
Highly pre-emptible at LUR per KUTV. Move to L1											

Suzanne Collins
Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastراتيجies.com



Estimate ID

11637

Phone: 801-973-3000

Fax: 801-839-1101


801-839-1119

Program Name	DP Length	Days	Gross Rate
		Mon	22 Oct
		Tue	23 Oct
		Wed	24 Oct
		Thu	25 Oct
		Fri	26 Oct
		Sat	27 Oct
		Sun	28 Oct
Total			

Station Gross Totals	\$61,950.00	18	17	17	16	17	3	3	91
Highly pre-emptible at LVR per KUTV. Move to L2									
10:35 PM 11:35 PM	30	\$570.00							
Letterman	LF	M-F	\$285.00	1					2
Highly pre-emptible at LVR per KUTV. Move to L2									
10:00 PM 10:35 PM	30	\$900.00							
Sunday 10p News	LN	Su	\$900.00					1	
Highly pre-emptible at LVR per KUTV. Move to L2									
10:00 PM 10:35 PM	30	\$650.00							
Saturday 10p News	LN	Sa	\$650.00					1	1

Date/Time Sent: 8/21/2012 8:32:34 AM

DRAGILLAR

	Station Order	
	Matheson for Congress 2012	
	Market: Salt Lake City-Ogden	
Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012		Estimate ID
		11637

Contact: Kristen Henderson
Email: KHenderson@kutv2.com, seeker@sbgnet.com
Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 5a News	30	EM	\$80.00	1	1	1	1	1			5
KUTV 5:30a News	30	EM	\$135.00	1	1	1	1	1			5
KUTV 6a News	30	EM	\$250.00	1	1	1	1	1			5
CBS This Morning	30	EM	\$115.00	2	2	2	2	2			10
CBS Sunday Morn	30	EM	\$225.00							1	1
Price is Right	30	DT	\$250.00		1						1
Young & Restless	30	DT	\$125.00			1					1
Lets Make a Deal	30	DT	\$110.00					1			1
KUTV Noon News	30	DT	\$120.00	1		1					2
Fresh Living	30	DT	\$70.00		1		1				2
The Talk	30	DT	\$150.00	1							1
Ricki Lake	30	EF	\$200.00	1	1	1	1	1			5



Station Order Matheson for Congress 2012

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KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 4p News	30	M-F	\$135.00	1	1	1	1	1			5
KUTV 4:30p News	30	M-F	\$150.00	1	1	1	1	1			5
KUTV 4:30 PM	30		\$675.00								
KUTV 5p News	30	M-F	\$360.00	2	2	1	2	2			9
KUTV 5p News	30	M-F	\$360.00								
KUTV 6p News	30	M-F	\$360.00	1	2	2	2	1			8
Saturday 5p News	30	Sa	\$180.00						1		1
Sunday 5p News	30	Su	\$225.00							1	1
Ent Tonight	30	PA	\$425.00	1					1		2
NCIS	30	PT	\$1,500.00		1						1
Criminal Minds	30	PT	\$1,400.00			1					1
Blue Bloods	30	PT	\$800.00						1		1
CrimeTime	30	PT	\$350.00						1		1
KUTV 10p News	30	LN	\$1,100.00	1	2	2	2	2			9
KUTV 10:35 PM	30		\$9,900.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



Station Order Matheson for Congress 2012

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Salt Lake City-Ogden

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KUTV-TV

Program Name	Days	DP Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Saturday 10p News	LN	30	\$600.00						1		1
Sunday 10p News	LN	30	\$850.00							1	1
Letterman	LF	M-F	\$275.00	1			1				2
Station Gross Totals			\$30,465.00	16	17	16	16	16	3	3	87

Suzanne Collins
Media Strategies and Research

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